LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Another Philip Morris Profit Maker

Saratoga 120's.

A brand new brand, from...

...the company whose brands contributed more than two of every three additional cigarette sales made in 1974.

...the leader in 100 mm sales, with Benson & Hedges, Virginia Slims, Marlboro 100's, Parliament 100's.

...the company with the volume growth leader: Marlboro.

...now, the company with a brand new brand: Saratoga 120's, Regular or Menthol.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption for the year

Total Industry	+14.91 billion
Philip Morris USA	+10.29 billion
Rest of Industry	+ 4.62 billion

The Profit Makers come from
Philip Morris USA

SARATOGA
MENTHOL
120's
20 CLASS A FILTER CIGARETTES
SARATOGA
120's
20 CLASS A FILTER CIGARETTES

*Source: 1974 Maxwell Report, Revised Estimate, January [illegible], 1975. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

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